

Sponsorship Packages

May 4-6, join more than 125 health and fitness facility owners, operators, leaders and team members, as well as supplier partners, in the nation's capital.

The Fly-In & Advocacy Summit is one of the most popular and high-profile events put on by the Health & Fitness Association. It is a prime opportunity for elected officials and staff to hear directly from you and your team about industry priorities.



Health & Fitness Association
Fly-In and Advocacy Summit
May 4-6, 2026 • Washington D.C.

Premier Sponsorship Level

Fee: \$20,000 (Limited to 3 Sponsors)

- 4 all-access passes to participate in the Fly-In
- Sponsor category recognition on all digital and printed marketing materials before, during and after the event
- Category sponsor recognition on all promotional email blasts
- Category sponsor recognition on all printed meter boards
- Sponsorship visibility on the Event App landing screen
- Scheduled meetings with key legislators on Capitol Hill
- Sponsorship recognition of the cocktail reception
- Sponsorship recognition of the snack breaks
- Sponsorship recognition of the luncheon

Industry Leader Level

Fee: \$15,000

- 3 all-access passes to participate in the Fly-In
- Sponsor category recognition on all digital and printed marketing materials before, during and after the event
- Category sponsor recognition on all promotional email blasts
- Category sponsor recognition on all printed meter boards
- Sponsor visibility on the Event App landing screen
- Scheduled meetings with key legislators on Capitol Hill
- Sponsorship recognition of the snack breaks
- Sponsorship recognition of the luncheon

Industry Advocate Level

Fee: \$7,500

- 2 all-access passes to participate in the Fly-In
- Sponsor category recognition on all digital and printed marketing materials before, during and after the event
- Category sponsor recognition on all promotional email blasts
- Scheduled meetings with key legislators on Capitol Hill
- Sponsorship recognition of the snack breaks

Supporter Level

Fee: \$5,000

- 1 all-access pass to the Fly-In
- Sponsor category recognition on all digital and printed marketing materials before, during and after the event
- Scheduled meetings with key legislators on Capitol Hill

NEW! - EXCLUSIVE

May 4, 2026

Executive Leadership Summit

Fee: \$75,000 (Limited to 1 Sponsor)

Position your company at the forefront of industry influence as the exclusive sponsor of HFA's inaugural Executive Leadership Summit—an invitation-only, closed-door gathering of founders, owners, CEOs, and presidents from the nation's leading fitness companies.

This premier opportunity places your brand directly alongside top national political, business, and financial leaders and ensures unmatched visibility before the most powerful decision-makers in the industry.

For more details on sponsorship opportunities and to confirm your sponsorship, please contact:

LYNNE DEVANEY, Vice President of Sponsorship & Business Development, +1 202-938-3219 | ldevaney@healthandfitness.org

